

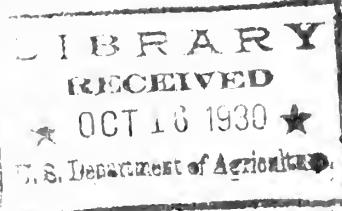
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Bodger's



1930



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SUPPLEMENT TO  
1930 NOVELTY LIST

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IT is with a feeling of pride that we present to our customers in the following list an ensemble of the leading novelties in Zinnias and other meritorious varieties of flowers, for florist and private garden use.

During recent years great changes have taken place in the flower buying public's mind in regard to desirable shades for floral work. In assembling baskets and floral pieces, preference is given to delicate shades of pink, salmon-cerise, and enchanting blends of tangerine-red, canary yellow, golden yellow, burnt orange, etc.

No other flowers afford greater variety in these wanted shades than the ZINNIA, with its ever-growing popularity on account of the recent introduction of so many types, from the petite Lilliput to the Giant Dahlia Flowered. Zinnias produce the maximum of flower with the minimum of disease or trouble in production. With the introduction of the Early Wonder type flowers are available within forty-five days from seed.

The annual LARKSPUR is another easily grown annual which gives a great variety in color, and with the recent introduction of the three striking novelties, Miss California, Los Angeles and Carmine King, its popularity is bound to increase.

ICELAND POPPY (Nudicaule) EL MONTE, an enchanting tangerine orange, that can be brought into flower from seed within six months, promises to be as popular as the Gerbera, now accepted as a florists' cut flower.

The wonderful new shades in the Dahlia Flowered Zinnias, represented in Golden Dawn, Luminosa, Old Gold, and the striking innovation offered for the first time, Crown o' Gold, all add to the assortment now available to meet this modern demand.

All of the above, as well as many others, are offered for the first time this season, and upon their merits we respectfully solicit your patronage.

GOOD NOVELTIES BRING PRESTIGE AND PROFITS,  
OBEY THAT IMPULSE.



ZINNIA  
Pumila Picotee Delight  
Salmon Rose

This is an extra select strain of light and deep salmon shades. Great care has been taken in selecting only the best "Delight" types with curled petals and Picotee markings. We highly recommend this novel Zinnia as the best florists' cut flower on the market today and something that will sell on sight. Plate No. 1.

ZINNIA  
Pumila Picotee  
DELIGHT  
Salmon Rose With  
Statice Caspia

We again illustrate the use of Delight Salmon Rose with the popular Statice Caspia.

Statice Caspia is a very delicate and artistic form of everlasting which also makes a very fine filler without drying. It is as hardy as the Latifolia type and makes an earlier cut and more sprays. It can be grown successfully under the same conditions. We ask you to try this out. Plate No. 2.





## ZINNIA Pumila Picotee DELIGHT MIXED

As a result of careful cross-hybridizing of the popular Pumila Salmon Rose with Giant Picotee, we present a very distinct and desirable type of Zinnia. Delight can be classed as a vigorous and floriferous Pumila type. The petals of the flowers are ruffled and curled, a large percentage having fringed petals with gold tips or Picotee. This mixture contains an assortment of most pleasing colors. The texture and petite appearance of the flowers places Delight in a special class for either bedding effects or cut flower use. Plate No. 3.

## ZINNIA EARLY WONDER

The first of a new race of dwarf, early flowering Zinnias, a remarkable new strain offered for sale this year for the first time. When in full bloom the plants stand between 12 and 15 inches high, producing flowers similar to the Pumila type, borne on medium size, long stems, making it a very fine flower for cutting.

The color is a **fiery salmon-cerise pink**, a shade which is most desirable for florists' use. The stems start from the ground, have no laterals and very few leaves, and when growing in mass could be described as leafless, producing a solid block of flower which is most attractive and desirable for bedding. We, therefore, very highly recommend **Early Wonder** both for florists' use and for bedding effects.

For greenhouse production, this variety is a great saver of time and space, as the plants mature so early and can be grown so very close together, producing quantities of fully double flowers forty-five days from time of planting. Plate No. 4.





ZINNIA  
Gold Medal Dahlia Flowered  
**GOLDEN DAWN**

This beautiful shade of golden yellow comes true to color and form and has been accepted, by all who tried it, as a valuable addition to the collection of Gold Medal Dahlia Flowered Zinnias. The accompanying picture depicts its true form and color. Plate No. 5.

ZINNIA  
Gold Medal Dahlia Flowered  
**LUMINOSA**

Another very desirable shade of bright rose, which makes one more tone in the collection of rose shades. During the past two seasons we have made a great distinction in the gradations of color between Exquisite and Illumination. These new selections bring Exquisite into greater favor than ever, while Illumination has been greatly improved by making it a more pronounced Tyrian Rose. **Luminosa** can be briefly described as various shades of bright, deep pink with a light suffusion of salmon, a few tones darker than Exquisite. Many flowers found in this strain are most pleasing in form. We consider this a valuable addition for those who wish a great variety in these tones. Plate No. 6.



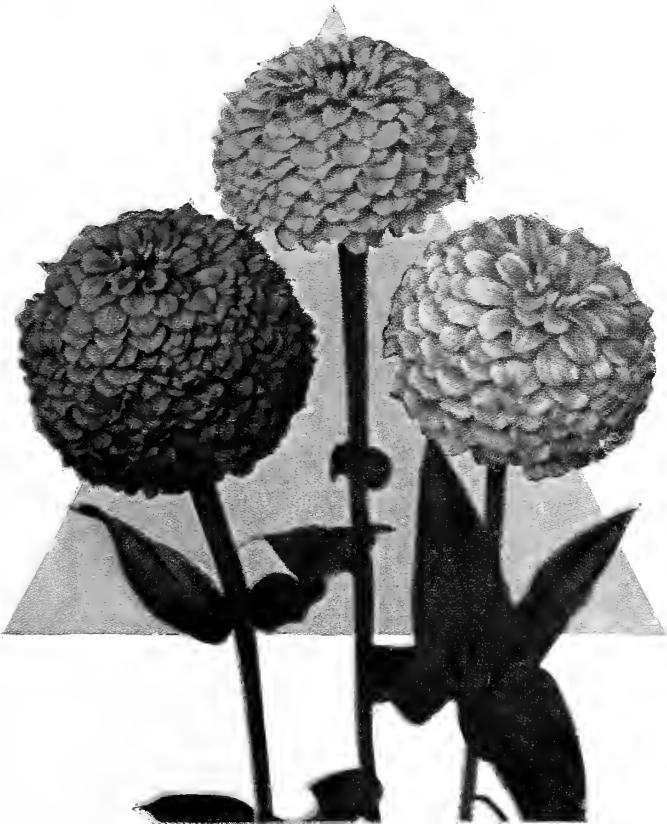


ZINNIA  
Giant Mammoth  
or  
California Giant  
VIOLET QUEEN

The shade of Violet Queen is similar to Purple Prince in the Dahlia Flowered and is the first of the dark shades we have developed in the Giant Mammoth type. The flowers are immense and true to the California Giant type. We predict it will become one of the best sellers in this type. Plate No. 7.

ZINNIA  
Lilliput or Pompon

The increasing demand for our improved strain of Lilliput or Pompon Zinnias in the past season has prompted us to show it here with the three best colors in natural colors, hoping to further popularize this charming type. Seed sown as soon as warm weather sets in will produce full grown flowering plants in seventy-five days. The three colors illustrated are Golden Gem, Crimson Gem and Salmon Rose. Other available colors are Canary Yellow, Scarlet Gem, Flesh, Purple and White Gem. Plate No. 8.



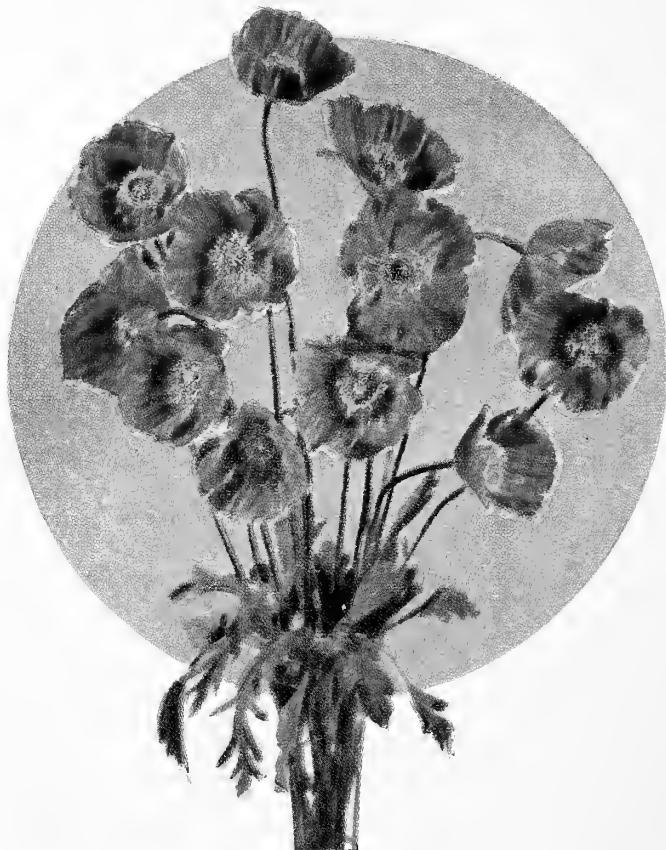


## ZINNIA CORNUCOPIA

An odd and unique type of Zinnia. Can be described as Lilliput form of growth, but with slightly larger flowers. The petals are tubular in form. When the flowers are ready to cut, they resemble small Pompon Dahlias. Color various shades of pink, few yellows and bright rose. We do not offer this as a striking novelty, but as another new type of Zinnia which gives a pleasing impression. The general appearance and color of the flower will make it useful for basket work among florists, and a curious innovation for the amateur's garden. Plate No. 9.

## ICELAND POPPY (*Nudicaule*) EL MONTE

This is a deep tangerine orange selection from some giant hybrids sent us by an Australian plant breeder. The flowers are of enormous size, twice the size of the Sunbeam strain, borne on long wiry stems. It comes true to color, is extremely easy to grow and can be produced in six months from seed. It is fine for cutting and every florist should grow this. Plate No. 10.





## LARKSPUR Upright or Delphinium Type MISS CALIFORNIA

Great advancement has been made in this new and valuable type of Larkspur in the past few seasons. In 1928 we introduced La France, a pleasing light salmon pink. (Given award of merit, R.H.S. 1929.) In 1929 we introduced Los Angeles, a bright rose on salmon ground. (See Plate No. 13.)

We now present **Miss California**, a very rich, deep pink on a salmon ground. The habit of the plant is more distinctly Upright or Delphinium type than any other variety of Larkspur introduced to date, with foliage of a healthy green appearance. The laterals are more numerous, grow closer to the center, and many can be cut two feet long without injury to the plant. The flowers are extremely double and placed in such a manner as to give the impression of Delphinium spikes rather than Larkspur. We consider **Miss California** the acme of perfection in every way and prophesy this will be in greater demand when it has been thoroughly tried out.

Plate No. 14. 12

## LARKSPUR Upright or Delphinium Type CARMINE KING

Carmine King may be described as the first of the deep carmine rose shades in the new upright type of Larkspur. As with Miss California, it comes fully true to type and color, which we consider most extraordinary in pink Larkspurs and is just the right tone of carmine to make it showy. The flowers are a great improvement in size and color over rosy scarlet in the old stock-flowered type. It must, however, not be confused with the old Lustrous Carmine which is much darker than Carmine King. This variety could be used for forcing under glass in localities where weather conditions reduce the color in the more delicate shades of pink and rose. Plate No. 12. 11





LARKSPUR UPRIGHT OR DELPHINIUM TYPE LOS ANGELES

**W**E consider the following very meritorious novelties and improved strains, which will be illustrated in future catalogs. We submit same, hoping our recommendations will prompt your acceptance.

### ZINNIA CROWN O' GOLD

**Crown o' Gold** derives its name and distinction from the fact that each petal of the flower is overlaid with a deep golden yellow at the base, while carrying out the individual flower color at the tip. The effect is a very pleasing two-tone color harmony, especially lovely and scintillating under artificial lights. The color range comprises the more popular florist shades; including old rose, cream, yellow, carmine and burnished red—the latter a new shade in Zinnias.

While not yet entirely "fixed" as to type, **Crown o' Gold** may be classed as Dahlia Flowered, as it has the type and size of flower, height and general robustness of this popular strain.

We are not illustrating this novelty because not even a photograph in color could give an adequate idea of its iridescent effect.

To those who are ever seeking the best in introduction we very highly recommend **Crown o' Gold**, an outstanding novelty.

### ZINNIA Gold Medal Dahlia Flowered OLD GOLD

This is the color we have been striving to perfect for many years and we are pleased to offer it now for the first time. Its name describes the color very adequately. The flowers are of immense size, possibly the largest of all Dahlia Flowered Zinnias, and grow on a very vigorous plant. We recommend this variety to all who wish to compete for exhibitions and shows. There is a small percentage of flowers that do not come true to color but in these variations will be found many pleasing shades that will be of constant interest to Zinnia fanciers.

### ZINNIA Gold Medal Dahlia Flowered EL DORADO

This is a very pleasing and fascinating shade of rose on salmon that does not fade in the sun's rays. Like Old Gold, this is an immense flower and we highly recommend it for show purposes.

### ZINNIA GIANT MAMMOTH OR CALIFORNIA GIANT

**BRIGHTNESS**, a very fine pink, which can be described as a bright, deep rose.

**GRÉNAUDIER**, a very dark red, similar in color to Meteor in the Dahlia Flowered, a most desirable shade.

**LAVENDER GEM**, a color very closely resembling the now famous Dahlia Flowered lavender Dream.

**SALMON QUEEN**, closely resembling Old Rose.

The above varieties, together with Violet Queen, (Plate No. 7), added to the list already on the market, make a complete color range. We recommend substituting California Giants in preference to the Double Giant or Superbissima type in the same manner that Spencer Sweet Peas are recommended over the old Grandiflora type.

### ZINNIA Double Giant FAUST

**FAUST** is a velvety blackish-maroon shade, heretofore found only in the Elegans type. We suggest you add this new Giant introduction to your list of Zinnia novelties.

### ZINNIA

#### Pumila or Cut and Come Again

The above type is very desirable for bedding and cut flowers. We offer the following colors: Bright Scarlet, Canary Yellow, Fiery Carmine, Flesh, Golden Yellow, Salmon Rose, a delightful shade, Snowball, and a pleasing Violet.

### COREOPSIS DOUBLE YELLOW

This is a double Coreopsis selected from the semi-double strain sent out a few years ago. The flowers are immense and while it is not a full double it is a great improvement over the semi-double sent out a few years ago. This selection reproduces itself from seed and throws no single flowers.

### CAMPFIRE OR SENSATION CALENDULA Improved Strain

This is much taller growing and the flowers are much larger than Campfire or Sensation sent out in previous seasons. We consider this variety the very best forcing orange Calendula on the market.

### CALENDULA RADIO Improved Strain

A special selection of large flowering, well formed Radio type flowers, borne on long stout stems, a strain which is more suitable for forcing than the original Radio.

### WALLFLOWER EARLY FORCING DOUBLE (ANNUAL) Select Strain

A greatly improved stock over the original introduction. This makes a wonderful display of double flowers equal to the perennial double Wallflower within ninety days from the time the seed is planted in the ground.

### DIANTHUS SWEET WIVELSFIELD

A novelty recently introduced from England. The flowers can be described as multiflora type. It is very attractive and is becoming popular. Desirable for rock gardens.

### CYNOGLOSSUM AMABILE PINK

In growth and general appearance this resembles the Cynoglossum Blue, only that the flowers are rich, deep pink and are more striking than pink Forget-me-nots. In moderate climates these plants are perennial. This remarkable novelty was first introduced by the Royal Botanical Gardens of Kew, England, and offered for sale for the first time by us.

### DIMORPHOTHECA Ringens Double

This is a double form of the beautiful single Dimorphotheca with a blue circle around the eye. The crest or double part is grey, not blue. This is rather unique and the crest of petals in the center keeps the flower open all day. The single type closes at mid-day.

GAILLARDIA  
BREMEN

Medium size flowers of tangerine-red with yellow margin.  
A good Gaillardia for cutting purposes. This is a perennial.

ICELAND POPPY  
(Nudicaule)  
DOUBLE RANUNCULUS FLOWERED

This is a very fine strain of the Improved Iceland Poppy, coming true from seed. When ready for picking, the flowers resemble the improved types of the Double Ranunculus. The mixture contains a large range of colors, including tangerine-orange, yellows, reds, and other pleasing shades.

GODETIA  
Tall Double  
CHERRY RED

A fiery cerise red. Very striking both for bedding and cut flower purposes. Comes quite true to color.

CARNATION  
Chabaud's  
ENFANT DE NICE

A French hybrid strain, unquestionably the best Carnation grown from seed. The magnificent flowers, sometimes 2½ to 3 inches in diameter, are borne on sturdy stems. While the flower is immense in size the calyx does not split, which makes this mixture one of the finest for outside grown Carnations both for florists and for private gardeners.

SHASTA DAISY  
CONQUEROR

A new strain of Shasta Daisy particularly adapted to florists' culture, owing to its vigorous habit and length of stems. Conqueror is as large as Shasta Alaska Daisy and grows on stems 2½ to 3 feet in length. A remarkable strain.

RUDBECKIA DOUBLE

A special strain of double Rudbeckia we have worked up, which reproduces itself from seed. It is quite showy and a fine cut flower.

VERBENA GIGANTEA  
SALMON PINK

An especially fine shade of pink and a valuable addition to the Gigantea class.



Field view of Larkspur Upright or Delphinium Type Los Angeles showing floriferous and vigorous character.

This catalogue is designed for use among retail customers. Our suggestion is, after placing your order with us, file the perforated price-sheet. You may then use the book to aid you in describing these novelties to your customers. . . If you wish one or more additional copies for this purpose, or for your traveling salesman, kindly write us.

## PRICES FOR NOVELTIES

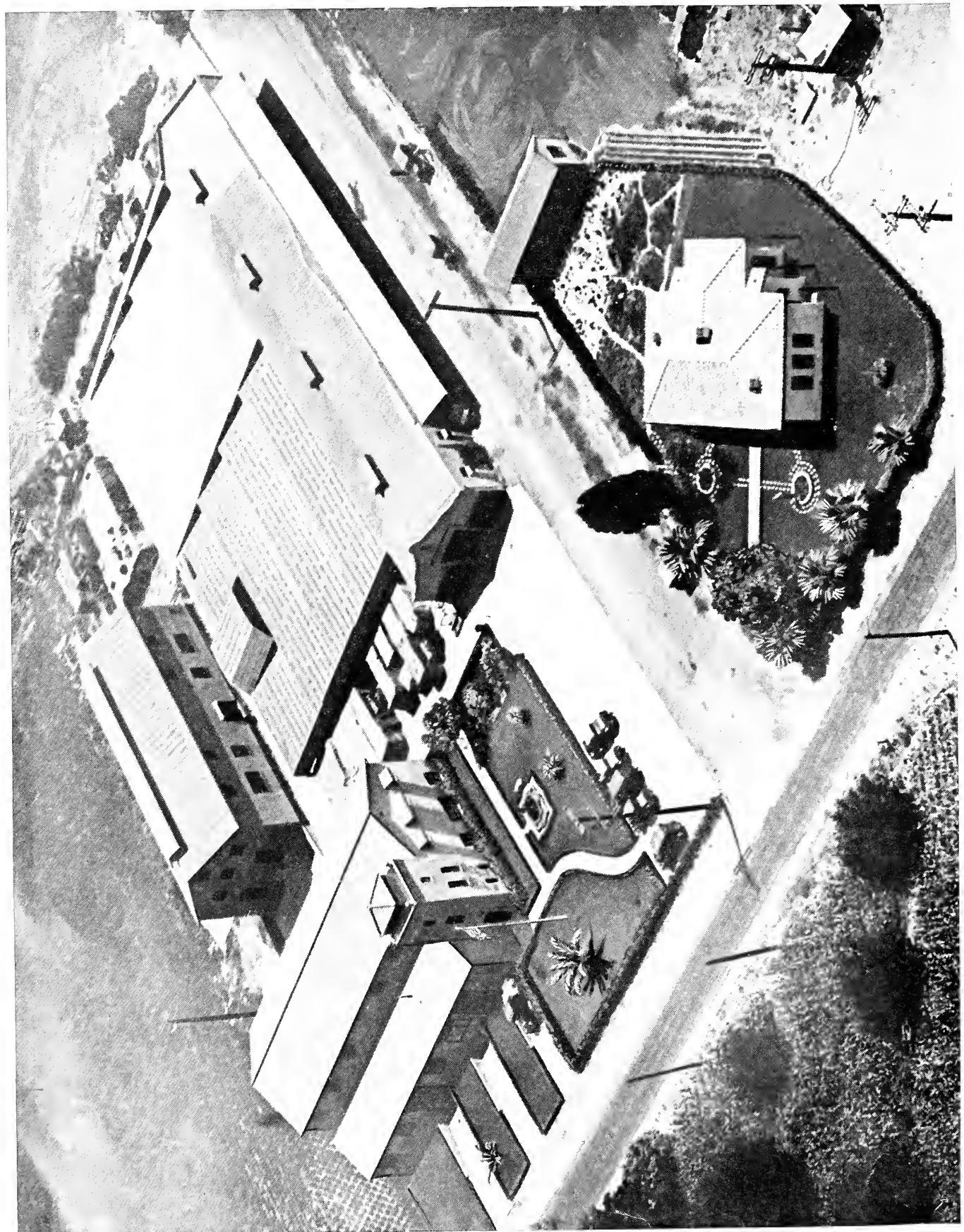
This list is supplementary to the green list issued last September, which contains many more illustrations and descriptions, and is still in effect. For a full line of flower seeds and prices please refer to our 1930 general list. Write us for copies of these two lists if you do not have them. We will issue another special offer after harvest showing what we can supply for immediate delivery as we expect to be entirely sold out of a great many items. This offer subject to the usual terms and non-warranty clauses.

Plate No.		Per Oz.	Per 1/4 Lb.	Per lb.
	Zinnia Gold Medal Dahlia Flowered Eldorado - - - - -	\$1.50	\$4.00	\$15.00
5	Zinnia Gold Medal Dahlia Flowered Golden Dawn - - - - -	.85	3.00	10.00
6	Zinnia Gold Medal Dahlia Flowered Luminosa - - - - -	1.50	4.00	15.00
	Zinnia Gold Medal Dahlia Flowered Old Gold - - - - -	1.50	4.00	15.00
	Zinnia Double Giant Faust - - - - -	.70	2.00	6.00
	Zinnia Giant Mammoth or California Giant Brightness - - - - -	.85	2.50	8.00
	Zinnia Giant Mammoth or California Giant Grenadier - - - - -	.85	2.50	8.00
	Zinnia Giant Mammoth or California Giant Lavender Gem - - - - -	.85	2.50	8.00
	Zinnia Giant Mammoth or California Giant Salmon Queen - - - - -	.85	2.50	8.00
7	Zinnia Giant Mammoth or California Giant Violet Queen - - - - -	.85	2.50	8.00
8	Zinnia Lilliput or Pompon Separate Colors - - - - -	.60	1.50	5.00
	Zinnia Lilliput or Pompon Mixed - - - - -	.50	1.25	4.50
1	Zinnia Picotee Delight Salmon Rose - - - - -	2.00	7.00	25.00
3	Zinnia Picotee Delight Mixed - - - - -	1.75	6.00	20.00
	Zinnia Pumila Violet - - - - -	.45	1.00	3.00
	Zinnia Pumila Carmine Red - - - - -	.45	1.00	3.00
4	Zinnia Early Wonder - - - - -	2.00	6.00	20.00
9	Zinnia Cornucopia - - - - -	1.50	4.00	15.00
	Zinnia Crown o' Gold - - - - -	2.50	9.00	30.00
	Calendula Campfire, Improved Strain - - - - -	.85	2.00	6.00
	Calendula Radio, Improved Strain - - - - -	.60	1.50	5.00
	Carnation Chabaud's Enfant de Nice - - - - -	3.50	12.00	40.00
	Coreopsis, Double Yellow - - - - -	.60	1.50	5.00
	Cynoglossum Amabile Pink - - - - -	1.25	3.00	10.00
	Dianthus Sweet Wivelsfield - - - - -	2.00	7.00	25.00
	Dimorphotheca Ringens Double - - - - -	5.00		
	Gaillardia Bremen (Perennial) - - - - -	2.00	6.00	20.00
	Godetia, Tall Double, Cherry Red - - - - -	.50	1.25	4.00
10	Iceland Poppy (Nudicaule) El Monte - - - - -	2.00	6.00	20.00
	Iceland Poppy (Nudicaule) Double, Extra Select - - - - -	1.50	4.00	15.00
11	Larkspur, Tall Double Stock Flowered Miss California (Upright) - - - -	1.50	4.00	15.00
12	Larkspur, Tall Double Stock Flowered Carmine King (Upright) - - - -	1.50	4.00	15.00
	Rudbeckia Double Mixed - - - - -	.60	1.50	5.00
	Shasta Daisy, Conqueror - - - - -	5.00		
2	Statice Caspia - - - - -	1.70	6.00	20.00
	Verbena Gigantea Salmon Pink - - - - -	.85	3.00	10.00
	Wallflower Early Annual Forcing Double, Select Strain - - - - -	.85	3.00	10.00

We offer electros, size  $3\frac{1}{2}'' \times 4\frac{1}{2}''$ , of plates 1 to 12 at the following prices.—Copper \$20.00, Nickel \$30.00. We recommend Nickel type where large quantities are expected to be run. Large plates of Larkspur Los Angeles \$40.00. Nickel \$50.00.

## BODGER SEEDS, Ltd.

El Monte, Los Angeles County, California, U.S.A.



Aerial Picture of our Headquarters, which occupies four acres—Lower left, Administration Building; Lower right, Seed Warehouse; Upper right, Bulb Warehouse and Curing Sheds; Upper rear, Fully Equipped Recleaning Plant.



